

LICLIB-2014- 01109
35938



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2015 .
3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

Chairs, LLC

4. Trade Name (doing business as) Otto's Restaurant and Bar

5. Address to be licensed 6405 Mineral Point Road, Madison, WI 53705

6. Mailing address 450 Science Drive, Madison, WI 53711

7. Anticipated opening date December 3, 2014

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) License held by Tanyeri Corp. to be surrendered when this license is issued.

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Sold in lower level bar, first and second floor dining areas and outdoor deck and patio seating.

Stored at the bar and lower level behind the bar. See attached Premise Description.

P-113
A-19 + CLEAR

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 99

13. Describe existing parking and how parking lot is to be monitored.

35 space private parking lot surrounding the building. Additional 35 spaces are available to Otto's guests in the evening
in adjacent lot shared with Strang Engineering.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Tanyeri Corporation (name of licensee)

15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Karl J. Granberg

17. City, state in which agent resides Verona, Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 1978-2002; 2006 to present

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed August 18, 2014

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin, August 13, 2014

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Susan L. Engelke	Fitchburg, Wisconsin

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Susan L. Engelke

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) _____

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

27. Business description Otto's is an upscale, casual Mediterranean-style restaurant and bar operated by Tanyeri Corp.
for the past 20 years. The existing concept and operation will remain the same.

28. Hours of operation Bar opens Tues-Friday at 3:30, Saturday at 4:30. Dinner service begins at 5:00 p.m. Closing time is typically 10:00 p.m. Closed Sundays, Mondays and major holidays.

29. Describe your management experience Existing personnel will remain in place as management staff. Both front-of-house and kitchen/culinary managers have been with the business in management positions for more than 7 years.

30. List names of managers below, along with city and state of residence.
- | | |
|-----------------------------------|-----------------------------|
| <u>Karl and Kimberly Granberg</u> | <u>Verona, Wisconsin</u> |
| <u>Susan Engelke</u> | <u>Fitchburg, Wisconsin</u> |

31. Describe staffing levels and staff duties at the proposed establishment Existing staffing levels will be maintained at 6 kitchen, 5 bar and 10 dining room (including part-time staff).

32. Describe your employee training We have only experienced well-trained employees. In-house training is done by management and senior staff members.

33. Utilizing your market research, describe your target market.

Otto's existing customer base will be maintained. Key demographics include mature, affluent residents of Madison's West side, business professionals, families and couples celebrating special occasions.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Existing advertising includes occasional ads in Isthmus and 77 Square, as well as regular ads in monthly neighborhood publications. Advertising is primarily around summer music on the deck and specials such as Chef's Tasting Menus.

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
 No Yes

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? Otto's existing live music on the deck area will be maintained. It runs from Memorial Day to Labor Day, every Tues, Wed., and Thursday evenings from 5:30 p.m. to 7:30 p.m. Local blues and jazz musicians are featured.

38. What age range do you hope to attract to your establishment? Existing customer base (see #33 above)

39. What type of food will you be serving, if any? _____
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? Same as existing operation

42. What hours, if any, will food service not be available? Food will be available during all operating hours up to 9:00 p.m. Tues-Thurs. and 9:30 p.m. Friday and Saturday

43. Indicate any other product/service offered. None

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? Approx. 10 part-time
(same as wait staff currently in place)
During what hours do you anticipate they will be on duty? 4:00 p.m. until approximately 9:00 - 9:30 p.m.

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 12 + 12 at high-top tables
 How many bartenders do you anticipate having work at one time on a busy night? 2 per shift
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 100%
(Bartenders provide full menu service to the bar patrons)
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 What percentage of your advertising budget do you anticipate will be drink related? 0%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
33 % Alcohol 67 % Food _____ % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

OTTO'S RESTAURANT & BAR

6405 Mineral Point Road

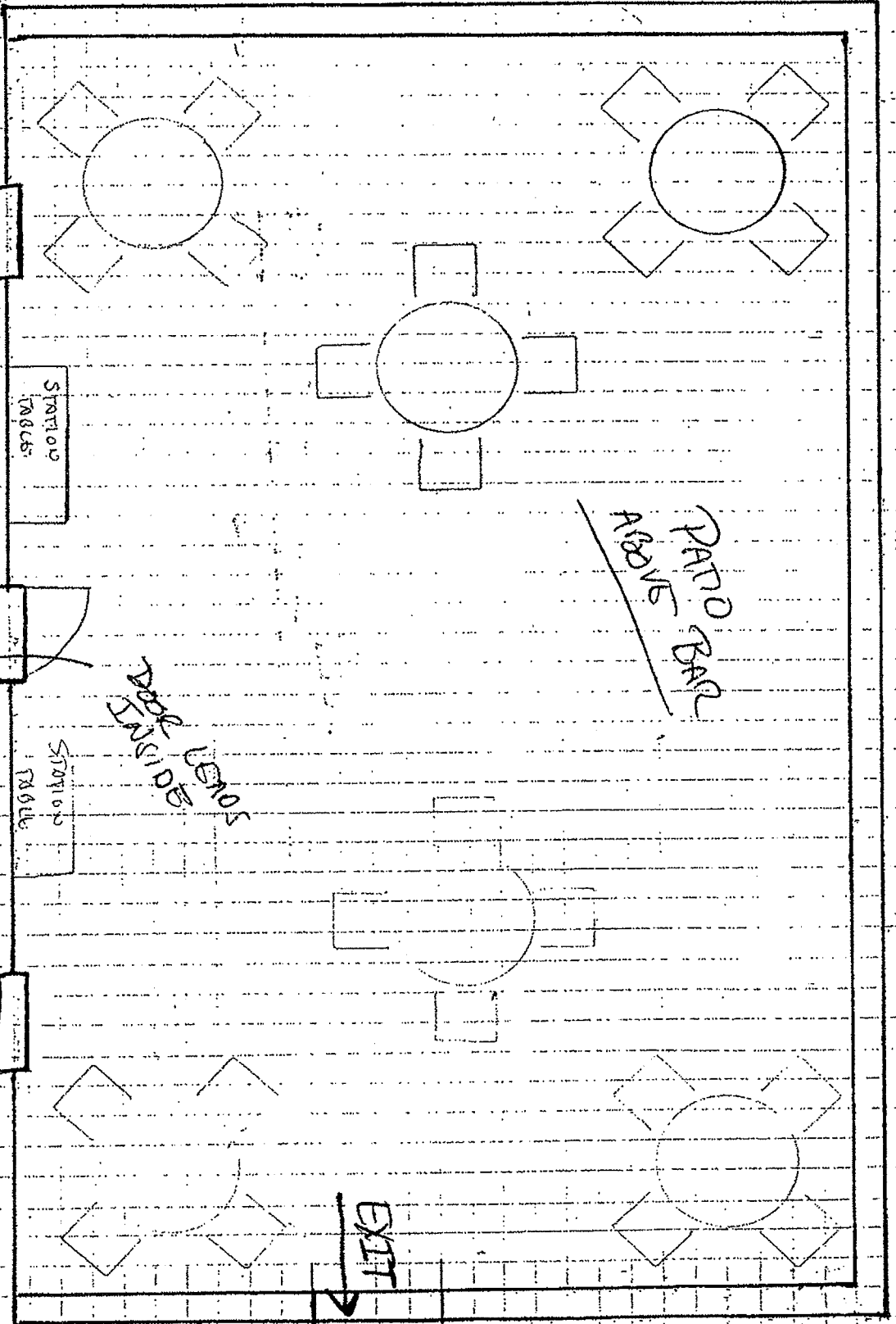
Madison WI 53705

PREMISE DESCRIPTION: Building (Lumber framing with brick veneer) consist of two stories plus full basement with outdoor patio area above bar.

- Basement level contains approximately 1614 square feet broken down as follows:
 - Public cocktail lounge and restrooms—900 square feet
 - Non-public area (mechanical and storage) –714 square feet
- First floor contains approximately 2000 square feet, which 1000 square feet is public dining areas and rest room. The kitchen area occupies 450 square feet, with the remaining space being occupied by office and storage.
- Second floor contains approximately 700 square feet of dining area and rest room. An additional 450 square feet is storage area.

SEATING CAPACITY: 99 total, broken down as follows

- Bar Area--15
- First Floor dining room—26
- Second floor dining room—34
- Patio/deck--24



24 OUTSIDE DECK SEATS

33' x 21' 693 SEAT

Window

STATION TABLE

STATION TABLE

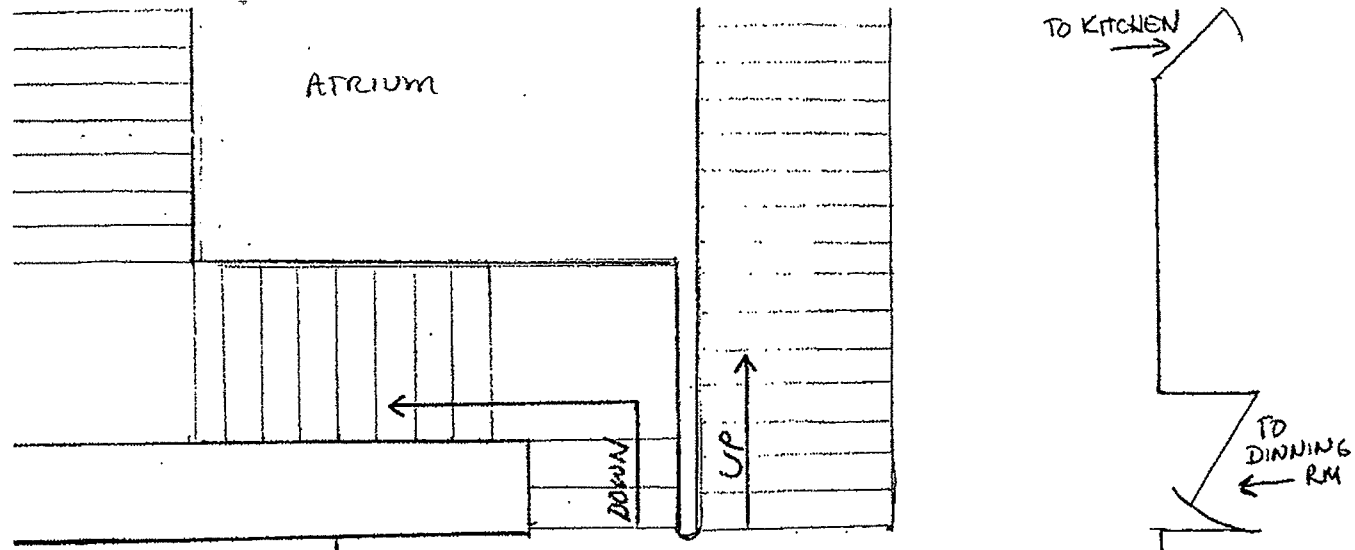
Window

PATIO BAR

EXIT

STAIRS GOING DOWN

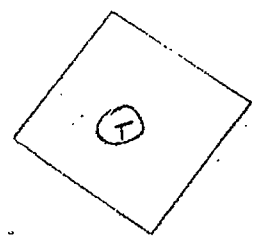
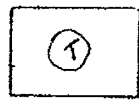
24 OUTSIDE SEATS



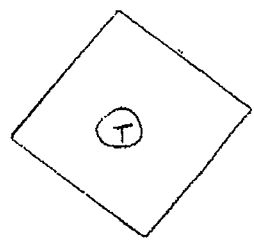
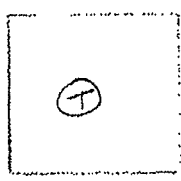
HOST STAND

NON-SMOKING SECTION
DINING ONLY

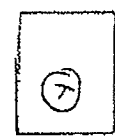
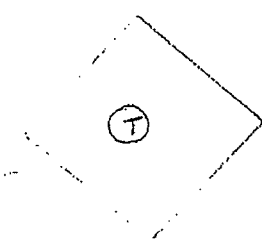
COAT RM.
WAIT AREA



Non-Working
FIREPLACE



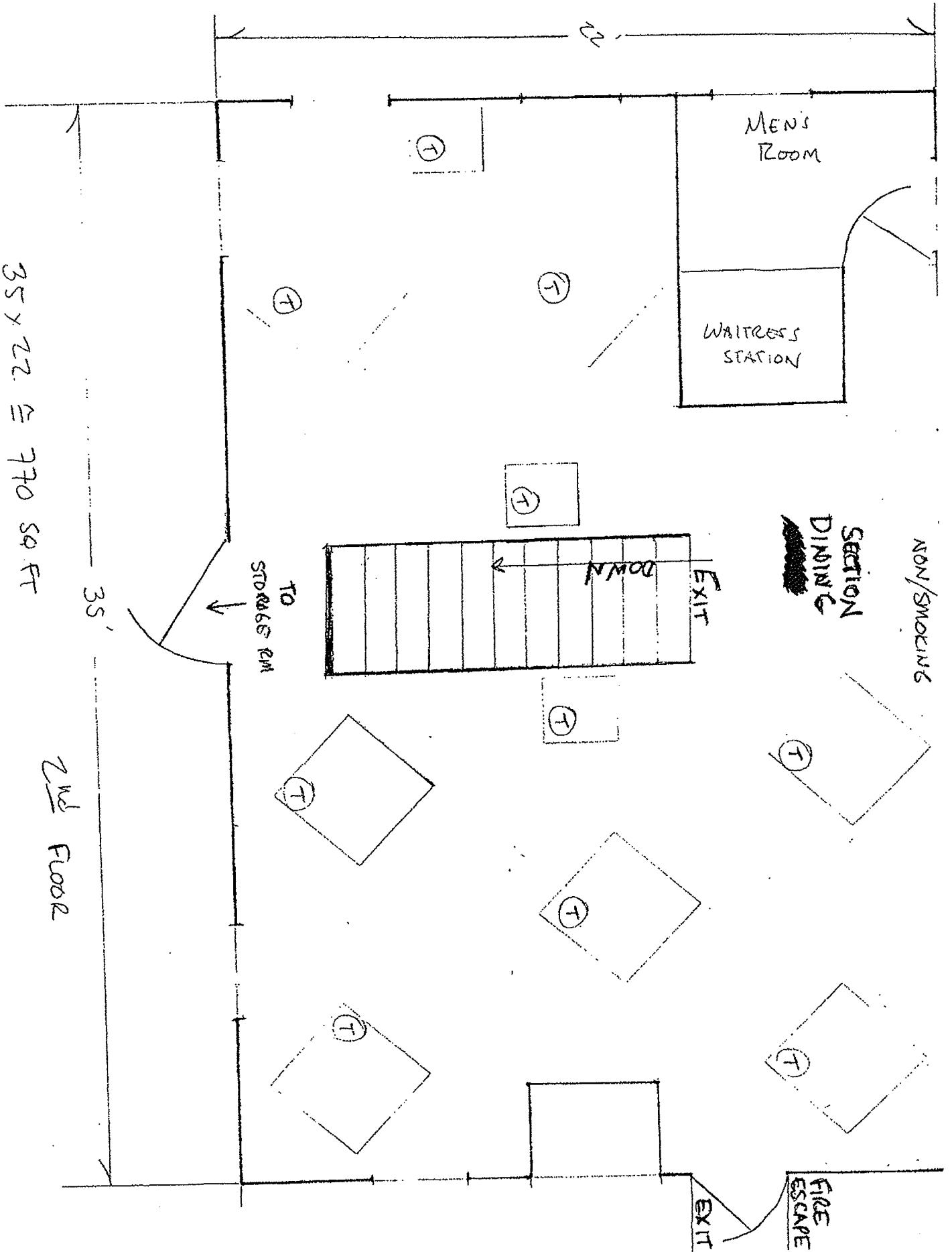
OFFICE

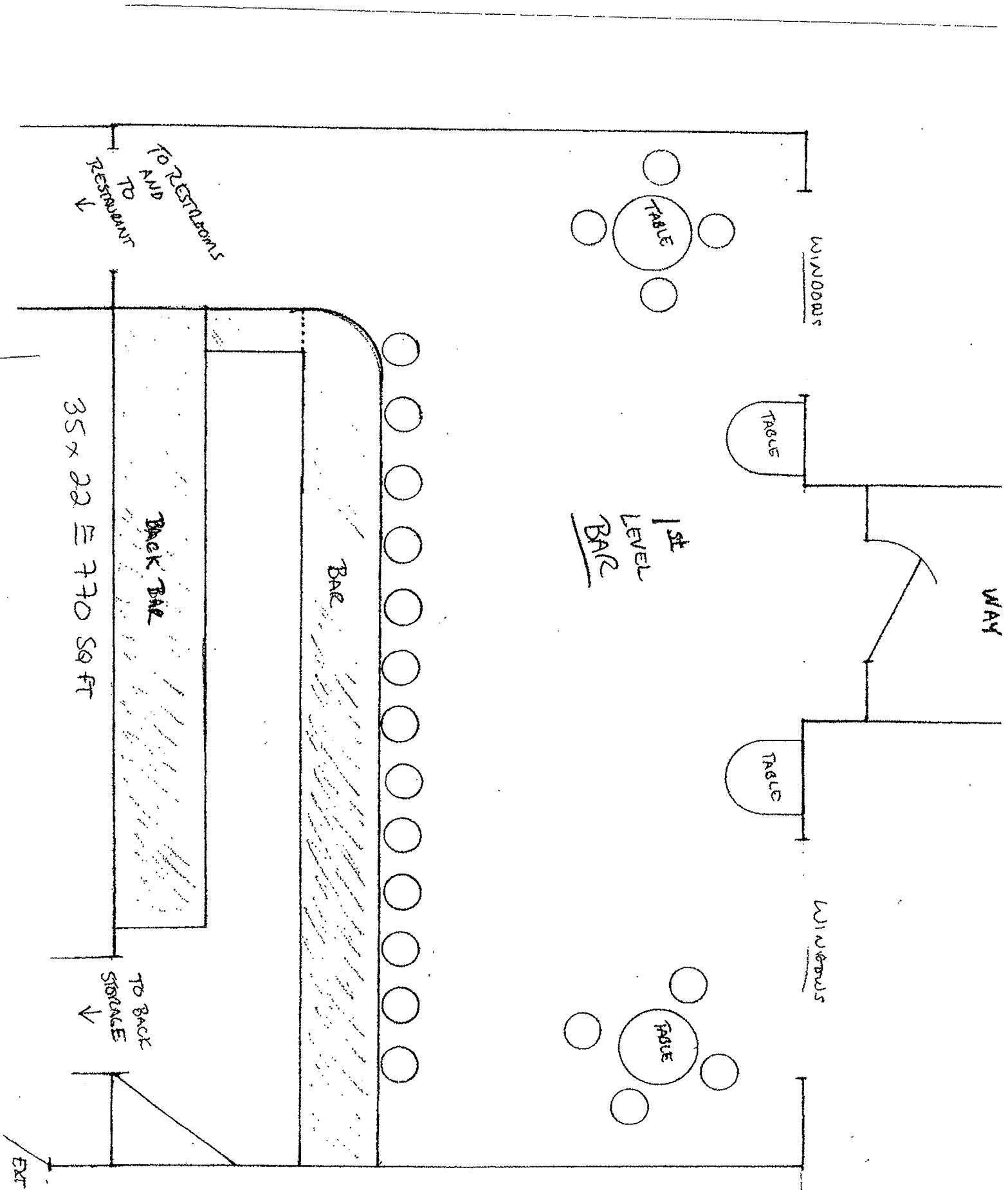


25 x 27 ≈ 675 SQ FT 1st FLOOR

35 x 22 = 770 SQ FT
34 SEATS

2nd Floor





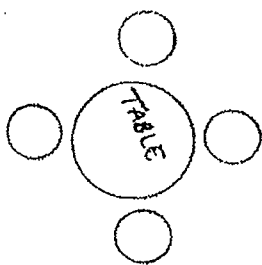
WINDOWS

TABLE

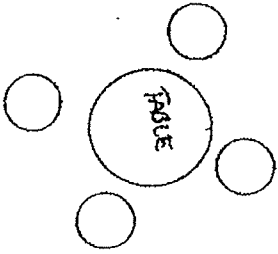
WAY

TABLE

WINDOWS



1st
LEVEL
BAR



TO RESTROOMS
AND
TO RESTAURANT
↓

BACK BAR

BAR

35 x 22 = 770 SQ FT

TO BACK
STORAGE
↓

EXIT

OTTO'S

RESTAURANT & BAR

Starters

Moroccan Crab Cakes *snow crab, almonds, hazelnuts, curry, tomato-
ginger jam & caper aioli \$9*

Bruschetta *sourdough, feta, tomatoes, kalamata olives, & basil \$8*

Crispy Almond-Crusted Calamari *caper aioli & horseradish
marinara \$9*

New Zealand Mussels *herbed garlic & white-wine cream \$9*

Köfte *grilled Turkish lamb & veal meatballs, red onion relish, white bean
salad, yogurt mint sauce, grilled pita \$9*

Grilled Shrimp *wrapped in prosciutto & basil \$9* 

Broiled Mushroom Caps *stuffed with spinach, feta, parmesan,
mozzarella & seasoned bread crumbs \$8*

Mediterranean Platter *a trio of spreads--whipped feta, hummus,
eggplant salad--kalamata olives, cucumber, tomato & grilled pita \$14*

Otto's Sampler *perfect for sharing--combination of broiled mushroom
caps, grilled prosciutto-wrapped shrimp & bruschetta \$14*

Wisconsin Cheese Course *fruit, spiced walnuts & crackers.
Choose 2(\$9), 3 (\$12), 4 (\$14) or 5 (\$16)*

- #1 Cocoa Cardona, Carr Valley Cheese, La Valle
- #2 Foenegreek Gouda, Holland's Family Farm, Thorp
- #3 Capriko, Nordic Creamery, Westby
- #4 Red Rock, Roelli Cheese, Shullsburg
- #5 Blue Paradise, Hook's Cheese, Mineral Point

Entree Salads

Grilled Duck Breast *fresh raspberries, goat cheese, shaved fennel, apples,
arugula, pomegranate vinaigrette \$14*

Coriander-Crusted Salmon & Spinach *fresh strawberries, gorgonzola
cheese, spiced walnuts, roasted shallot- gorgonzola vinaigrette \$14*

Grilled Diver Scallop Salad *asparagus, mixed baby greens, bacon, egg,
mustard vinaigrette \$15*

Greek Chicken Salad *romaine lettuce, feta cheese, pine nuts, kalamata olives,
tomatoes, cucumbers, red onions, oregano vinaigrette \$14*

(with 4-oz. Certified Angus Petite Filet instead of chicken \$17)

*All dinners include choice of Mixed Baby Greens with Basil Vinaigrette,
Caesar Salad or Roasted Tomato Bisque*

House Specialties

Grilled Salmon in Grape Leaves *fresh Scottish salmon, toasted pine nuts, lemon-currant vinaigrette, roasted red potatoes, sautéed spinach* \$26

Roasted Chilean Sea Bass *artichokes, shiitake mushrooms, capers, red onion relish, garlic-mashed potatoes, citrus beurre blanc* \$35

Turkish Mixed Grill *fresh New Zealand lamb chops, yogurt-marinated chicken, köfte, cracked wheat pilaf, white bean salad, red onion relish, yogurt mint sauce* \$31

Grilled New Zealand Lamb Chops* *roasted red potatoes, sautéed French green beans, almond-mint pesto* \$31

Entrees

Grilled Diver Scallops *saffron basmati rice, grilled asparagus, pancetta-sundried tomato cream sauce* \$26

Mixed Seafood Grill *shrimp, diver scallops, fresh Scottish salmon, roasted fennel, artichokes, red potatoes & basil-pesto oil drizzle* \$26

Ricotta-Stuffed Chicken Breast *sundried tomatoes, fresh herbs, porcini mushroom demi glace, grilled asparagus, garlic-mashed potatoes* \$21

Grilled Maple Leaf Farms Duck Breast *sautéed French green beans, garlic-mashed potatoes, cherry demi glace* \$26

Spinach Artichoke Pasta *penne, spinach, roasted sweet red peppers, mushrooms, artichokes, feta cheese, light lemon cream* \$17 *Add grilled chicken \$21 or shrimp \$24*

Certified Angus Beef[®] Steaks*

Char grilled to order, served with garlic-mashed potatoes and fresh vegetables

8 oz. Filet Mignon \$31 **12 oz. Ribeye** \$30

10 oz. NY Strip \$29 **4 oz. Petite Filet & 3 Grilled Shrimp** \$25

Extras

Grilled Asparagus \$4, *Sautéed Mushrooms* \$3

Crispy Angel Hair Onions \$4, *Grilled Shrimp* \$2 each,

GF. All menu items on this page are gluten free except Turkish mixed grill, Spinach artichoke pasta, Crispy angel hair onions and Salad croutons

**When dining out or at home, thorough cooking of food from animal origin reduces risk of food borne illness*
ottosrestaurant.com

Red Wines By The Glass/Bottle

- Bridlewood** Pinot Noir 2012, California \$7.50/\$23
Rodney Strong Merlot, 2010 Sonoma County, California \$ 8/\$24
Novy Four Mile Creek Red 2011 North Coast, California \$8/\$24
Luminis Malbec 2012, Mendoza, Argentina \$8/\$24
Formula Shiraz, 2010, Australia \$9.50/\$29
Kunde Cabernet Sauvignon, 2011 Sonoma County, California \$ 8.50/\$26
Wine Guerrilla Zinfandel, 2011 Sonoma County, California \$8.50/\$26

Red Wines By The Bottle

- Adelsheim** Pinot Noir, 2012 Willamette Valley, Oregon \$47
Foley Pinot Noir, 2011 Sta. Rita Hills, California \$49
Casaloste Chianti Classico 2009, Italy \$35
Chateau Saint-Andre Corbin Bordeaux, 2011 France \$39
Zenato Ripassa, Valpolicella 2010 Italy \$42
Luigi Bosca Malbec, 2010 Mendoza, Argentina \$39
Silverado Merlot, 2008 Mt George Vineyard, Napa Valley, California \$48
Unti Zinfandel, 2010, Dry Creek Valley, California \$43
Watermark Cabernet Sauvignon, 2010 Napa Valley, California \$54
Chimney Rock Cabernet Sauvignon, 2010 Stags Leap District, California \$81
Duckhorn Cabernet Sauvignon, 2011 Napa Valley, California \$84

White Wines By The Glass/Bottle

- Sagelands** Riesling, 2011 Washington \$6.50/\$20
Gionelli Pinot Grigio, 2012 Italy \$5/\$16
Jovino Pinot Gris, 2013 Oregon \$8/\$24
Whitehaven Sauvignon Blanc 2013 New Zealand \$9/\$27
Chateau Gravielle-Lacoste White Bordeaux, 2012 France \$9.50/\$29
William Hill Chardonnay, 2012 Central Coast, California \$7.50/\$23

White Wines By The Bottle

- Santa Margherita** Pinot Grigio, 2013 Italy \$39
Kenwood Pinot Gris, 2012 Russian River Valley, California \$24
Louis Chevallier Pouilly Fuisse, 2012 France \$32
Thomas Labaille Sancerre, 2012 France \$39
Morgan Sauvignon Blanc, 2012 Monterey, California \$26
Sonoma Cutrer Chardonnay, 2012 Russian River, California \$29
Rombauer Chardonnay, 2013 Carneros, California \$49

Champagne, Sparkling & Blush Wine

- Beringer** White Zinfandel, 2009 California \$5Glass/\$16 Bottle
Tott's Brut, California \$7Glass /\$21Bottle
Codorniu Pinot Noir, Brut, Spain \$24 Bottle
Codorniu Original, Spain \$8 Glass
Veuve Clicquot Ponsardin Brut, France \$49 Split/\$94 Bottle

Specialty Martinis and Cocktails \$10 each

Otto's Martini Tito's Vodka, Midori & Cointreau
Gibson See-Thru Martini Absolut, Bombay, Cointreau & Blond Lillet
James Bond 007 Martini Tanqueray, Stoli & Blond Lillet
Lemon Drop Martini Skyy Citrus, Cointreau & Sweet Lemon
Cosmopolitan Skyy, Passion Fruit, Citrus, Cointreau & Cranberry
Otto's Manhattan Makers Mark, Sweet Cinzano & Bitters
Pomegranate Martini Absolut Acai, Pomegranate Juice & Liquor

Champagne Cocktails

Kir Royale \$8
Mimosa \$7.50

Apple Royale \$7.50
Bellini 7.50

Draught Beer \$4 12 oz./\$5 Pint

Furthermore Proper Ale
Capital Amber

Great Lakes Porter
WI Brewing Co. American IPA

Bottled Beer

Spaten \$4
Capital Supper Club \$4
Murphy's Stout \$4.50
Clausthaler NA \$3.50

Beck's Light \$4
Bud Light \$3
Stella Lager \$4
Lakefront New Grist GF \$4

Specialty Margaritas

Otto's Margarita \$9

Italian Margarita \$9

Single Malts and Blends

Aberlour 12 years \$10
Oban 14 years \$15
Balvenie 12 years \$14
Glenmorangie 10 years \$11
Talisker 10 years \$14
Chivas Regal 12 years \$8

Laphroaig 10 years \$11
Glenfiddich 15 years \$14
Glenlivet 12 years \$10
Dewars \$7
Johnnie Walker Black \$9
Johnnie Walker Red \$7

After Dinner Drinks

Nivole 2008 Moscato \$8
Frangelico \$7
Drambuie \$8
Tia Maria \$7
Godiva \$7
Bailey's Irish Cream \$7

Chambord \$7
Grand Marnier \$9
Courvoisier VS \$8
B & B \$8
Kahlua \$7
Remy Martin VSOP \$9

Ports

Fonseca Bin #27 Ruby \$7
Sandeman Ruby \$6
Dows Tawny Port \$6

Graham's 20 year Tawny \$12
Ramos Pinto Tawny 10 years \$9
Quinta Infantado Ruby \$6

Soft Drinks, Etc.

Fresh brewed Victor Allen's Coffee/Decaf
Sprecher Root Beer
San Pellegrino, Panna
Juices (orange, cranberry, tomato, pineapple, grapefruit)

Coke, Diet Coke
Sprite, Diet Sprite
Lemonade
Republic of Tea Decaf Ginger
Peach or Blackberry Sage